

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
)
Shield et al.)
)
 Serial No.: **Not Yet Assigned**)
)
 Filed: **Herewith**)
)
 For: **System and Method for Maintaining an Association**)
Between a Distribution Device and a Shared End)
User Characteristic)

 INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents
 Mail Stop Patent Application
 P.O. Box 1450
 Alexandria, VA 22313-1450

Sir:

The citation of information on the attached Form PTO-1449, "List of Art Cited by Applicant" is made pursuant to 37 C.F.R. §§ 1.56, 1.97, and 1.98. A copy of each non-patent document listed is enclosed.

The citation of this information does not constitute an admission of priority or that any cited item is available as a reference, or a waiver of any right the applicant may have under applicable statutes, Rules of Practice in patent cases, or otherwise.

Respectfully submitted,



Brenda O. Holmes
 Reg. No. 40,339

Kilpatrick Stockton LLP
 1100 Peachtree Street
 Suite 2800
 Atlanta, Georgia 30309
 (404) 815-6500
 KS File: W2100/280782

I hereby certify that this correspondence is being deposited with the United States Postal Service in an envelope via Express Mail No. EV667552404US addressed to: Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on October 1, 2003.



Brenda O. Holmes - Reg. No. 40,339

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet	1	of	2
-------	---	----	---

Complete if Known

Application Number	Not Yet Assigned
Filing Date	October 1, 2003
First Named Inventor	Brian Shield
Group Art Unit	Not Yet Assigned
Examiner Name	Not Yet Assigned
Attorney Docket Number	W2100/280782

U.S. PATENT DOCUMENTS

[illegible]

FOREIGN PATENT DOCUMENTS

[illegible]

Examiner Signature	/Shahid Alam/	Date Considered	07/08/2007
-----------------------	---------------	--------------------	------------

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04.

³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. **DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO:** Assistant Commissioner for Patents, Washington, DC 20231.

Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet 2 of 2

Complete if Known

Application Number	Not Yet Assigned
Filing Date	October 1, 2003
First Named Inventor	Brian Shield
Group Art Unit	Not Yet Assigned
Examiner Name	Not Yet Assigned
Attorney Docket Number	W2100/280782

OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issu number(s), publisher, city and/or country where published.	T ²
/SA/		NIELSEN MEDIA RESEARCH: "About Nielsen Media Research," September 15, 2003, pp. 1-3, www.nielsenmedia.com/about_us.html	
/SA/		NIELSEN MEDIA RESEARCH: "Directory of ZIP Codes by Local Markets," October 1, 2003, p. 1, www.nielsenmedia.com/reports_available/directory_of_zip_codes_by_local_market/zipbydma.html	
/SA/		GREATDATA.COM: "Nielsen DMA Codes," September 17, 2003, p. 1, www.softwaretools.com/nielsendmacodes.php	
/SA/		ERIC ROTHENBUHLER: "Market," September 17, 2003, pp.1-2, www.museum.tv/archives/etv/M/htmlM/market.htm	

Examiner Signature	/Shahid Alam/	Date Considered	07/08/2007
-----------------------	---------------	--------------------	------------

* EXAMINER: initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.